



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

AgM

Advertiser Pol/Iss/American Crossroads (13324)
Agency/T-Code Crossroads Media (1218)/055317791
Buyer MILHOAN,EMILY
Salesperson Telerep/Washington DC, Washington DC
(1040)
Product ph: (555) 555-5555
Brand Political - Issue (1068)
Acct Types AMERICAN CROSSROADS (109861)
Est/Headline National/Political
Demo 693/06228190
Revision
Comments AMERICAN CROSSROADS
***** THIS IS A CASH IN ADVANCE

Invoice	643103
Inv Date	10/28/2012
Terms	Net 30
Contract	321469
Bill Type	Standard
Period	10/1/2012 - 10/28/2012

CO-OP/Order Type No/Normal
Package
Gen. Date 10/30/2012 4:04:29PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
1.0	Spot	5:00:00AM- 5:30:00	Day,M-1	10/22/12 5:14AM (Mo)	00:30		USPRTV21ACH	\$850.00	
2.0	Spot	5:00:00AM- 5:30:00	Day,W-1	10/17/12 5:15AM (We)	00:30		USPRTV21ACH	\$850.00	
3.0	Spot	5:00:00AM- 5:30:00	Day,Th-1	10/18/12 5:22AM (Th)	00:30		USPRTV21ACH	\$850.00	
4.0	Spot	5:30:00AM- 6:00:00	Day,M-1	10/22/12 5:41AM (Mo)	00:30		USPRTV21ACH	\$1100.00	
5.0	Spot	5:30:00AM- 6:00:00	Day,W-1	10/17/12 5:42AM (We)	00:30		USPRTV21ACH	\$1100.00	
6.0	Spot	5:30:00AM- 6:00:00	Day,Th-1	10/18/12 5:52AM (Th)	00:30		USPRTV21ACH	\$1100.00	
7.0	Spot	5:30:00AM- 6:00:00	Day,F-1	10/19/12 5:52AM (Fr)	00:30		USPRTV21ACH	\$1100.00	
8.0	Spot	6:00:00AM- 7:00:00	Day,M-1	10/22/12 6:28AM (Mo)	00:30		USPRTV21ACH	\$2250.00	
9.0	Spot	6:00:00AM- 7:00:00	Day,Tu-1	10/16/12 6:42AM (Tu)	00:30		USPRTV21ACH	\$2250.00	
10.0	Spot	6:00:00AM- 7:00:00	Day,W-1	10/17/12 6:55AM (We)	00:30		USPRTV21ACH	\$2250.00	
11.0	Spot	6:00:00AM- 7:00:00	Day,Th-1	10/18/12 6:14AM (Th)	00:30		USPRTV21ACH	\$2250.00	
12.0	Spot	6:00:00AM- 7:00:00	Day,F-1	10/19/12 6:12AM (Fr)	00:30		USPRTV21ACH	\$2250.00	
13.0	Spot	7:00:00AM- 9:00:00	Day,M-1	10/22/12 7:48AM (Mo)	00:30		USPRTV21ACH	\$2250.00	
14.0	Spot	7:00:00AM- 9:00:00	Day,Tu-1	10/16/12 8:52AM (Tu)	00:30		USPRTV21ACH	\$2250.00	
15.0	Spot	7:00:00AM- 9:00:00	Day,W-1	10/17/12 7:58AM (We)	00:30		USPRTV21ACH	\$2250.00	
16.0	Spot	7:00:00AM- 9:00:00	Day,Th-1	10/18/12 7:59AM (Th)	00:30		USPRTV21ACH	\$2250.00	
17.0	Spot	7:00:00AM- 9:00:00	Day,F-1	10/19/12 8:39AM (Fr)	00:30		USPRTV21ACH	\$2250.00	
18.0	Spot	9:00:00AM-10:00:00	Day,M-1	10/22/12 9:33AM (Mo)	00:30		USPRTV21ACH	\$500.00	
19.0	Spot	9:00:00AM-10:00:00	Day,Tu-1	10/16/12 9:22AM (Tu)	00:30		USPRTV21ACH	\$500.00	
20.0	Spot	9:00:00AM-10:00:00	Day,W-1	10/17/12 9:27AM (We)	00:30		USPRTV21ACH	\$500.00	
21.0	Spot	9:00:00AM-10:00:00	Day,Th-1	10/18/12 9:51AM (Th)	00:30		USPRTV21ACH	\$500.00	
22.0	Spot	9:00:00AM-10:00:00	Day,F-1	10/19/12 9:40AM (Fr)	00:30		USPRTV21ACH	\$500.00	
24.0	Spot	11:00:00AM-12:00:00	Day,W-1	10/17/12 11:59AM (We)	00:30		USPRTV21ACH	\$1000.00	
25.0	Spot	11:00:00AM-12:00:00	Day,Th-1	10/18/12 11:59AM (Th)	00:30		USPRTV21ACH	\$1000.00	
27.0	Spot	12:00:00PM- 1:00:00	Day,M-1	10/22/12 12:12PM (Mo)	00:30		USPRTV21ACH	\$1000.00	
28.0	Spot	12:00:00PM- 1:00:00	Day,Tu-1	10/16/12 12:19PM (Tu)	00:30		USPRTV21ACH	\$1000.00	
29.0	Spot	12:00:00PM- 1:00:00	Day,W-1	10/17/12 12:48PM (We)	00:30		USPRTV21ACH	\$1000.00	
30.0	Spot	12:00:00PM- 1:00:00	Day,Th-1	10/18/12 12:35PM (Th)	00:30		USPRTV21ACH	\$1000.00	
31.0	Spot	12:00:00PM- 1:00:00	Day,F-1	10/19/12 12:13PM (Fr)	00:30		USPRTV21ACH	\$1000.00	
32.0	Spot	12:00:00PM- 1:00:00	Day,M-1	10/22/12 12:28PM (Mo)	00:30		USPRTV21ACH	\$1000.00	
33.0	Spot	12:00:00PM- 1:00:00	Day,Tu-1	10/16/12 12:39PM (Tu)	00:30		USPRTV21ACH	\$1000.00	
34.0	Spot	12:00:00PM- 1:00:00	Day,W-1	10/17/12 12:28PM (We)	00:30		USPRTV21ACH	\$1000.00	
35.0	Spot	12:00:00PM- 1:00:00	Day,Th-1	10/18/12 12:12PM (Th)	00:30		USPRTV21ACH	\$1000.00	
36.0	Spot	12:00:00PM- 1:00:00	Day,F-1	10/19/12 12:50PM (Fr)	00:30		USPRTV21ACH	\$1000.00	
37.0	Spot	5:00:00PM- 6:00:00	Day,M-1	10/22/12 5:12PM (Mo)	00:30		USPRTV21ACH	\$2250.00	
38.0	Spot	5:00:00PM- 6:00:00	Day,Tu-1	10/16/12 5:23PM (Tu)	00:30		USPRTV21ACH	\$2250.00	
39.0	Spot	5:00:00PM- 6:00:00	Day,W-1	10/17/12 5:27PM (We)	00:30		USPRTV21ACH	\$2250.00	
40.0	Spot	5:00:00PM- 6:00:00	Day,Th-1	10/18/12 5:13PM (Th)	00:30		USPRTV21ACH	\$2250.00	
41.0	Spot	5:00:00PM- 6:00:00	Day,F-1	10/19/12 5:51PM (Fr)	00:30		USPRTV21ACH	\$2250.00	



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42.0	Spot	6:00:00PM- 7:00:00	Day,M-1	10/22/12 6:29PM (Mo)	00:30		USPRTV21ACH	\$3000.00	
43.0	Spot	6:00:00PM- 7:00:00	Day,Tu-1	10/16/12 6:55PM (Tu)	00:30		USPRTV21ACH	\$3000.00	
44.0	Spot	6:00:00PM- 7:00:00	Day,W-1	10/17/12 6:55PM (We)	00:30		USPRTV21ACH	\$3000.00	
45.0	Spot	6:00:00PM- 7:00:00	Day,Th-1	10/18/12 6:22PM (Th)	00:30		USPRTV21ACH	\$3000.00	
46.0	Spot	6:00:00PM- 7:00:00	Day,F-1	10/19/12 6:22PM (Fr)	00:30		USPRTV21ACH	\$3000.00	
47.0	Spot	7:00:00PM- 7:30:00	Day,M-1	10/22/12 7:05PM (Mo)	00:30		USPRTV21ACH	\$3600.00	
48.0	Spot	7:00:00PM- 7:30:00	Day,Tu-1	10/16/12 7:24PM (Tu)	00:30		USPRTV21ACH	\$3600.00	
49.0	Spot	7:00:00PM- 7:30:00	Day,W-1	10/17/12 7:24PM (We)	00:30		USPRTV21ACH	\$3600.00	
50.0	Spot	7:00:00PM- 7:30:00	Day,Th-1	10/18/12 7:13PM (Th)	00:30		USPRTV21ACH	\$3600.00	
51.0	Spot	7:00:00PM- 7:30:00	Day,F-1	10/19/12 7:04PM (Fr)	00:30		USPRTV21ACH	\$3600.00	
52.0	Spot	7:30:00PM- 8:00:00	Day,M-1	10/22/12 7:37PM (Mo)	00:30		USPRTV21ACH	\$3600.00	
53.0	Spot	7:30:00PM- 8:00:00	Day,Tu-1	10/16/12 7:38PM (Tu)	00:30		USPRTV21ACH	\$3600.00	
54.0	Spot	7:30:00PM- 8:00:00	Day,W-1	10/17/12 7:48PM (We)	00:30		USPRTV21ACH	\$3600.00	
55.0	Spot	7:30:00PM- 8:00:00	Day,Th-1	10/18/12 7:37PM (Th)	00:30		USPRTV21ACH	\$3600.00	
56.0	Spot	7:30:00PM- 8:00:00	Day,F-1	10/19/12 7:47PM (Fr)	00:30		USPRTV21ACH	\$3600.00	
57.0	Spot	8:00:00PM-10:00:	Day,M-1	10/22/12 8:23PM (Mo)	00:30		USPRTV21ACH	\$12000.00	
58.0	Spot	11:00:00PM-11:35:00	Day,Tu-1	10/16/12 11:22PM (Tu)	00:30		USPRTV21ACH	\$2800.00	
59.0	Spot	11:00:00PM-11:35:00	Day,W-1	10/17/12 11:21PM (We)	00:30		USPRTV21ACH	\$2800.00	
60.0	Spot	11:00:00PM-11:35:	Day,F-1	10/19/12 11:12PM (Fr)	00:30		USPRTV21ACH	\$2800.00	
62.0	Spot	11:00:00PM-11:35:00	Day,Su-1	10/21/12 11:25PM (Su)	00:30		USPRTV21ACH	\$2800.00	
63.0	Spot	11:35:00PM-12:05:00	Day,M-1	10/22/12 11:55PM (Mo)	00:30		USPRTV21ACH	\$800.00	
64.0	Spot	11:35:00PM-12:05:00	Day,Tu-1	10/16/12 11:53PM (Tu)	00:30		USPRTV21ACH	\$800.00	
65.0	Spot	11:35:00PM-12:05:00	Day,W-1	10/17/12 11:54PM (We)	00:30		USPRTV21ACH	\$800.00	
66.0	Spot	11:35:00PM-12:05:00	Day,Th-1	10/18/12 12:01AM (Th)	00:30		USPRTV21ACH	\$800.00	
67.0	Spot	11:35:00PM-12:05:	Day,F-1	10/19/12 12:03AM (Fr)	00:30		USPRTV21ACH	\$800.00	
68.0	Spot	9:00:00AM-10:00:	Day,Sa-1	10/20/12 9:58AM (Sa)	00:30		USPRTV21ACH	\$1800.00	
70.0	Spot	6:00:00AM- 9:00:00	Day,Su-1	10/21/12 6:13AM (Su)	00:30		USPRTV21ACH	\$850.00	
71.0	Spot	12:00:00PM-12:30:00	Day,Su-1	10/21/12 12:29PM (Su)	00:30		USPRTV21ACH	\$600.00	
72.0	Spot	6:00:00PM- 6:30:00	Day,Su-1	10/21/12 6:27PM (Su)	00:30		USPRTV21ACH	\$2000.00	
73.0	Spot	7:00:00PM- 8:00:00	Day,Su-1	10/21/12 7:59PM (Su)	00:30		USPRTV21ACH	\$3500.00	
74.0	Spot	9:00:00AM-10:00:00	Per week (1),Tu	10/16/12 9:50AM (Tu)	00:30		USPRTV21ACH	\$600.00	M/G For 69.0.1
75.0	Spot	11:00:00PM-11:35:00	Per week (1),Tu	10/16/12 11:33PM (Tu)	00:30		USPRTV21ACH	\$2800.00	M/G For 61.0.1
76.0	Spot	12:00:00PM- 1:00:00	Per week (1),Fr	10/19/12 12:55PM (Fr)	00:30		USPRTV21ACH	\$1000.00	
77.0	Spot	12:00:00PM- 1:00:00	Per week (1),Fr	10/19/12 12:43PM (Fr)	00:30		USPRTV21ACH	\$1000.00	M/G For 26.0.1

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$147,550.00
Commission	(\$22,132.50)
Net Total	\$125,417.50

Total Spots 73

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.